

Claims**What is claimed is:**

- 1 A system for acquiring branded promotional products comprising:
 - a database containing product information;
 - 5 a branded promotional products web-site where a customer or a reseller accesses the branded promotional products web-site to purchase products having the customer's personal brand or logo; and
 - 10 a processor for processing orders.
2. The system of claim 1 further comprising a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire branded products.
3. The system of claim 1 further comprising a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire branded products.
4. The system of claim 1 further comprising a front office for providing purchase order information and marketing information.
- 15 5. The system of claim 1 further comprising a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders.
6. The system of claim 1 further comprising a community content data for providing an interface with media partners and business partners.
7. The system of claim 6 wherein media partners provide services including educational material.

8. The system of claim 6 wherein business partners provide services including shipping, insurance and financing.

9. The system of claim 1 further comprising an artwork library for storing customer's logo and branding artwork.

10. A system for acquiring branded promotional products comprising:
a database containing product information;
a products web-site where a customer or a reseller accesses the products web-site to acquire products;
a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire products;
a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire products;
a front office for providing purchase order information and marketing information;
a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders;
a community content data for providing an interface with media partners and business partners;
an artwork library for storing customer's logo and branding artwork; and
a processor for processing orders.

11. A method for acquiring branded/promotional products comprising the steps of:
providing a database containing product information;

providing a branded promotional products web-site where a customer or a reseller accesses the branded promotional products web-site to purchase products having the customer's personal brand or logo; and

processing purchase orders for products;

5 12. The method of claim 11 further comprising a step of providing a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire branded products.

13. The method of claim 11 further comprising a step of providing a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire branded products.

14. The method of claim 11 further comprising a step of providing a front office for providing purchase order information and marketing information.

15. The method of claim 11 further comprising a step of providing a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders.

16. The method of claim 11 further comprising a step of providing a community content data for providing an interface with media partners and business partners.

15 17. The system of claim 16 wherein media partners provide services including educational material.

18. The system of claim 16 wherein business partners provide services including shipping, insurance and financing.

19. The method of claim 11 further comprising a step of providing an artwork library for 20 storing customer's logo and branding artwork.

20. The method for acquiring branded promotional products comprising the steps of:

providing a database containing product information;

providing a products web-site where a customer or a reseller accesses the products web-site to acquire branded products;

providing a reseller showcase web-site where a customer accesses the reseller showcase web-site to acquire products;

providing a vendor showcase web-site where a reseller accesses the vendor showcase web-site to acquire products;

providing a front office for providing purchase order information and marketing information;

providing a bidding module for allowing resellers or customers to present orders and vendors to bid on the presented orders;

providing a community content data for providing an interface with media partners and business partners;

providing an artwork library for storing customer's logo and branding artwork; and

15 processing purchase orders for products.